



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

<u>Contract / Revision</u> 545812 /		<u>Alt Order #</u> 07874840
<u>Product</u> HIRSCHBIEL/C/D		
<u>Contract Dates</u> 09/04/12 - 09/10/12		<u>Estimate #</u> 106/113/1215
<u>Advertiser</u> Hirschbiel/D/State House		<u>Original Date / Revision</u> 10/30/12 / 10/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8020	<u>Advertiser Code</u> 106	<u>Product Code</u> 113
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

GMMB/Greer Margolis Mitchell & Burns
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	09/04/12	09/09/12	NewsChannel 3 News	5-6am		:30			NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				2	\$70.00			
2	3	09/04/12	09/09/12	Newschannel 3 News	6-7am		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				3	\$175.00			
3	3	09/04/12	09/09/12	CBS This Morning	7-9a		:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				3	\$100.00			
4	3	09/04/12	09/09/12	Early Show Saturday	9-11am		:30			NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$80.00			
5	3	09/04/12	09/09/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$280.00			
6	3	09/04/12	09/09/12	Face the Nation	1030-11am		:30			NM	1	\$245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$245.00			
7	3	09/04/12	09/09/12	Ellen Degeneres 3pm	3-4pm		:30			NM	1	\$155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				1	\$155.00			
8	3	09/04/12	09/09/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				1	\$115.00			
9	3	09/04/12	09/09/12	Newschannel 3 News	5-530pm		:30			NM	2	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				2	\$210.00			
10	3	09/04/12	09/09/12	Newschannel 3 News	530-6pm		:30			NM	2	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				2	\$220.00			
11	3	09/04/12	09/09/12	Newschannel 3 News	6-630pm		:30			NM	1	\$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				2	\$295.00			

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545812 /	07874840

Contract Dates	Product	Estimate #
09/04/12 - 09/10/12	HIRSCHBIEL/C/D	106/113/1215

Advertiser	Original Date / Revision
Hirschbiel/D/State House	10/30/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u>												
2	3	09/03/12-09/09/12		Newschannel 3 News	6-630pm	-TuWThF----	:30		\$295.00	NM		
Credited												
12	3	09/04/12	09/09/12	7-730pm	7-730pm		:30			NM	1	\$220.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -TWTF-- 1 \$220.00												
13	3	09/04/12	09/09/12	The Insider	730p-8pm		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -TWTF-- 1 \$220.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 3 09/03/12-09/09/12 730-8pm 730-8pm -TuWThF---- :30 \$220.00 NM Credited												
14	3	09/04/12	09/09/12	Sunday Prime	7-8pm		:30			NM	1	\$1,275.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -----S 1 \$1,275.00												
15	3	09/10/12	09/10/12	Monday Prime	9-10pm		:30			NM	1	\$1,180.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 M----- 1 \$1,180.00												
16	3	09/04/12	09/09/12	Friday Prime	10-11pm		:30			NM	1	\$980.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 ----F-- 1 \$980.00												
17	3	09/04/12	09/09/12	Late News (M-F)	11-1135p		:30			NM	2	\$980.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -TWTF-- 2 \$490.00												
18	3	09/04/12	09/09/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$730.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -----SS 2 \$365.00												
19	3	09/04/12	09/09/12	Late Night with David Letterman	1135pm-1237am		:30			NM	1	\$135.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -TWTF-- 1 \$135.00												
20	3	09/10/12	09/10/12	NewsChannel 3 News	5-6am		:30			NM	1	\$70.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 M----- 1 \$70.00												
21	3	09/10/12	09/10/12	Newschannel 3 News	6-7am		:30			NM	1	\$130.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 M----- 1 \$130.00												
22	3	09/10/12	09/10/12	CBS This Morning	7-9a		:30			NM	1	\$100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 M----- 1 \$100.00												
23	3	09/10/12	09/10/12	Ellen Degeneres 3pm	3-4pm		:30			NM	1	\$200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 M----- 1 \$200.00												
24	3	09/10/12	09/10/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 M----- 1 \$100.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 3 09/10/12-09/16/12 NewsCha 3 News First @ 4p 358-5pm M----- :30 \$100.00 NM Credited												
25	3	09/10/12	09/10/12	Newschannel 3 News	5-530pm		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												

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09/04/12 - 09/10/12	HIRSCHBIEL/C/D	106/113/1215

<u>Advertiser</u>	<u>Original Date / Revision</u>
Hirschbiel/D/State House	10/30/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 M----- 1 \$235.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	09/10/12-09/16/12	Newschannel 3 News	5-530pm	M-----	:30		\$235.00	NM		
	Credited											
26	3	09/10/12	09/10/12	Newschannel 3 News	530-6pm		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 M----- 1 \$220.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	09/10/12-09/16/12	Newschannel 3 News	530-6pm	M-----	:30		\$220.00	NM		
	Credited											
27	3	09/10/12	09/10/12	Newschannel 3 News	6-630pm		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 M----- 1 \$345.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	09/10/12-09/16/12	Newschannel 3 News	6-630pm	M-----	:30		\$345.00	NM		
	Credited											
E 28	3	09/10/12	09/10/12	7-730pm	7-730pm		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 M----- 1 \$330.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	09/10/12-09/16/12	7-730pm	7-730pm	M-----	:30		\$330.00	NM		
	Credited											
E 29	3	09/10/12	09/10/12	M-F 730-8pm	730p-8pm		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 M----- 1 \$310.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	09/10/12-09/16/12	M-F 730-8pm	730p-8pm	M-----	:30		\$310.00	NM		
	Credited											
30	3	09/10/12	09/10/12	Late News (M-F)	11-1135p		:30			NM	1	\$540.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 M----- 1 \$540.00												
31	3	09/10/12	09/10/12	Late Night with David Letterman	1135pm-1235am		:30			NM	1	\$115.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 M----- 1 \$115.00												
32	3	09/04/12	09/07/12	CBS This Morning	7-9a		:30			NM	1	\$200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -TWTF-- 1 \$200.00												
33	3	09/08/12	09/08/12	730-8pm	730-8pm		:30			NM	1	\$95.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -----S- 1 \$95.00												
34	3	09/08/12	09/08/12	Redskins Overnight	1135-1205xm		:30			NM	1	\$35.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -----S- 1 \$35.00												
35	3	09/08/12	09/08/12	Redskins Overnight	1205-1235a		:30			NM	1	\$30.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -----S- 1 \$30.00												
36	3	09/05/12	09/05/12	Wednesday Prime	9-10pm		:30			NM	1	\$1,375.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 --W---- 1 \$1,375.00												
37	3	09/06/12	09/06/12	Thursday Prime	9-10pm		:30			NM	1	\$1,375.00

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<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/04/12 - 09/10/12	HIRSCHBIEL/C/D	106/113/1215

<u>Advertiser</u>	<u>Original Date / Revision</u>
Hirschbiel/D/State House	10/30/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---T---				1	\$1,375.00			
38	3	09/07/12	09/07/12	Friday Prime	9-10pm		:30			NM	1	\$1,180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$1,180.00			
39	3	09/09/12	09/09/12	US Open Tennis Men's Final	4-7pm		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$0.00			
40	3	09/05/12	09/07/12	Newschannel 3 News	530-6pm		:30			NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--WTF--				1	\$310.00			
41	3	09/10/12	09/10/12	US Open Tennis Men's Final	4-7pm		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$750.00			
42	3	09/10/12	09/10/12	Ellen Degeneres 3pm	3-4pm		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$0.00			
Totals											44	\$15,000.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/10/12	44	\$15,000.00	\$12,750.00
Totals	44	\$15,000.00	\$12,750.00

Signature: _____ **Date:** _____

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